

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Trademark Management Company		12/23/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Appetizers And, Inc.		
Street Address:	100 Crescent Cort		
Internal Address:	Suite 1777		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75201		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2310521	APPETIZERS AND, INC.	
Registration Number:	3417267	APPETIZERS AND, INC.	
Registration Number:	2310522	APPETIZERS AND, INC.	
Registration Number:	3408556	APPETIZERS AND, INC.	
CORRESPONDENCE DATA			
Fax Number:	(713)615-5803		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	713-758-1105		
Email:	sbrown@velaw.com		
Correspondent Name:	W. Scott Brown		
Address Line 1:	1001 Fannin Street		
Address Line 2:	2500 First City Tower		
Address Line 4:	Houston, TEXAS 77002-6760		
ATTORNEY DOCKET NUMBER:	GOL300		

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TRADEMARK  
REEL: 004137 FRAME: 0391

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NAME OF SUBMITTER:	W. Scott Brown
Signature:	/wsb/
Date:	01/26/2010
<p>Total Attachments: 5 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif source=Trademark Assignment#page3.tif source=Trademark Assignment#page4.tif source=Trademark Assignment#page5.tif</p>	

## **ASSIGNMENT**

WHEREAS, Trademark Management Company, a Delaware corporation with offices located at 2541 N Stokesberry Place, Suite 100, Meridian, Idaho 83646, Heinz I, Inc , an Illinois corporation formerly known as Appetizers And, Inc ("AAI"), H. J Heinz Company, L P , a Delaware limited partnership; Heinz Management L L C , a Delaware limited liability company, each of the foregoing located at One PPG Place, Suite 3100, Pittsburgh, Pennsylvania 15222 (each of the foregoing and Trademark Management Company, collectively, "Assignors"), are the owners of certain trademark registrations, a list of which is attached hereto as Schedule "A," as well as all other unregistered common law trademarks, trade dress, and label designs that are owned by, licensed to or used exclusively in the Business, as defined in that Asset Purchase Agreement dated December 23, 2009 between Assignors and Assignee as defined herein (collectively, "Trademarks"); and

WHEREAS, Appetizers And, Inc , a Delaware corporation, with its offices located at 100 Crescent Court, Suite 1777, Dallas, Texas 75201 (hereafter, "Assignee"), is desirous of acquiring all right, title, and interest in and to the Trademarks, including the goodwill of the business connected with the use thereof and symbolized thereby;

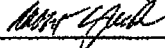
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignors hereby irrevocably sell, transfer, assign, convey and deliver to Assignee, free and clear of any and all liens and encumbrances, the entire right, title and interest in, to and under the Trademarks

Assignors agree to execute any and all additional documents that may be necessary from time-to-time to perfect and record title to the Trademarks in Appetizers And, Inc and to carry out the intent of this Assignment

**[Signature page follows]**

Dated this 23<sup>rd</sup> day of December, 2009

TRADEMARK MANAGEMENT COMPANY

BY: 

NAME: Robert Yoshida

TITLE: President

SIGNATURE PAGE 10 TRADEMARK ASSIGNMENT

TRADEMARK  
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Dated this 23<sup>rd</sup> day of December, 2009

HEINZ I, INC

(formerly known as Appetizers And, Inc )

BY: 

NAME: David J. Gaertner

TITLE: Vice President

H J HEINZ COMPANY, L P

By: Heinz GP LLC

Sole Managing General Partner

BY: 

NAME: David J. Gaertner

TITLE: Vice President

HEINZ MANAGEMENT L L C.

BY: 

NAME: David J. Gaertner

TITLE: Vice President

Signature Page to Trademark Assignment

Acknowledged and accepted by Assignee as of this 23<sup>rd</sup> day of December, 2009.

APPETIZERS AND, INC.,  
a Delaware corporation



BY:  \_\_\_\_\_

NAME: Lucas Cutler

TITLE: Secretary

Signature Page to Trademark Assignment

**SCHEDULE A**

<b>Trademark</b>	<b>Country</b>	<b>Registration No.</b>	<b>Registration Date</b>	<b>Class</b>
APPETIZERS AND, INC.	United States	2,310,521	January 25, 2000	42
APPETIZERS AND, INC.	United States	3,417,267	April 29, 2008	29, 30
	United States	2,310,522	January 25, 2000	42
	United States	3,408,556	April 8, 2008	29, 30